

**National Network of Libraries of Medicine  
Pacific Southwest Region  
Year 1 Objectives  
June 1, 2006 – April 30, 2011**

**NN/LM Services for Region 7**

**Contract No. N01-LM-6-3507  
UCLA Louise M. Darling Biomedical Library**

**A. Network Programs**

***1. Health Professionals Access to Basic Information Services (A1)***

- Work closely with Network libraries to ensure that basic information services are provided to all health professionals in the Region.
- Identify areas in the Pacific Southwest where health professionals do not have access to basic health sciences library services, conduct needs assessments, and explore whether local organizations might provide library service.
- Encourage Network members to regularly update their information on services to unaffiliated health professionals and/or the public in DOCLINE institutional records.
- Publicize MedlinePlus library section and encourage libraries to be listed there.
- Publicize the libraries that provide services to unaffiliated health professionals through articles in the regional newsletter and messages on the electronic mailing list.
- Publicize the libraries that provide services to unaffiliated health professionals in outreach activities.
- Work with Network member libraries to facilitate the adoption of new technology to enhance the delivery of information services to health professionals.
- Visit American Samoa to assess health sciences library services and readiness of health professionals for health sciences library services.

## *2. Needs Assessment of Health Sciences Libraries (A2)*

- Initiate discussions with members of the Regional Advisory Committee and the Resource Library Directors on the information needs of health sciences libraries in the region, in order to assess unmet needs and to review present and future directions for RML programs and services to meet those needs.
- Use appropriate customer analysis tools<sup>1</sup> to assess information needs, both with Network member libraries and potential partner organizations.
- Use PSR-NEWS and the regional electronic newsletter on an ongoing basis and distributing discussion items, as appropriate, to gather feedback from Network members.
- Attend the Joint meeting of the MLA chapters in Arizona, California and Nevada.
- Attend one local meeting of each of the MLA chapters in the Pacific Southwest Region.
- Attend the meetings of two state library associations in the Pacific Southwest Region.
- Serve on appropriate MLA chapter committees to develop appropriate workshops and programs for regional librarians.
- Provide or sponsor educational programs and offer individual consultation to meet the needs of personnel at regional health science libraries.
- Purchase a set of MLA annual meeting compact discs as appropriate for circulation to regional librarians.
- Visit five Primary Access Libraries in order to assess needs and to promote NLM systems and services.
- Visit Resource Libraries on a regular basis so that, during the course of the contract, all receive at least one visit.
- Test new or changing NLM systems both before and after release and convey results to NLM.
- Use all available media and contact opportunities to promote NLM systems and services.

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<sup>1</sup> See *Customer Analysis: A Manual of Techniques* available at <http://isd.usc.edu/~jkwan/CAManual.pdf>.

### ***3. National Emergency Preparedness Plan (A3)***

- Update emergency information and forward it to NLM and NN/LM Greater Midwest Region.
- In the event of an emergency in the Greater Midwest Region, the Pacific Southwest RML staff will provide services not available in that region.
- Publicize final plan regionally.
- Identify existing preservation and disaster networks within the region.
- Help NLM identify resources within our region to assist in developing the National Plan.
- Provide comment and feedback to NLM on draft National Plan.
- Identify anticipated needs for library materials and other information resources during different stages of a disaster, and for different kinds of disasters.
- Review existing resources on emergency preparedness, including the Algorithm for Disaster Information Preparedness: Checklist for Medical Librarians Third Edition – Revised 05/11/05, created by the New Jersey Hospital Association Library.

### ***4. Historical and Unique Materials (A4)***

- Work with NLM and the interregional group via RML liaison.
- Confer at least quarterly by teleconference with the interregional group.
- Identify RML liaison who will work with NLM and the interregional group to determine the nature of assistance required.
- Identify regional advisors via the RML liaison, who will work with NLM and the RML staff.

### ***5. NN/LM Network Membership Program (A5)***

- Recruit new Network members from eligible libraries and information services on a regular basis.
- Send an information packet on Network membership to local contact persons who are new to the region.
- Send an information packet on Network membership to potential new members.

- Facilitate data entry into DOCLINE institutional records for new members.
- Send a reminder to all Network members every six months about maintaining current, accurate and complete institutional records in DOCLINE.
- Generate the DOCLINE report that lists members who have not updated their institutional records in a year; examine these records and contact the libraries about updating their information.
- Add new member email addresses to PSR-News, the regional electronic mailing list.
- Provide feedback to NLM regarding DOCLINE institutional records.
- Work with the DOCLINE team and the NN/LM web development team on testing and implementation of systems that include membership information.
- Summarize and communicate to the Region and to NLM information on Network member characteristics and activities within the NN/LM.
- Conduct a membership renewal drive by surveying all existing members, including those that did not renew during the last contract period.
- Verify that the DOCLINE institutional information for each Network member is correct and up-to-date.
- Issue Network membership certificates to both Full Members and Affiliate Members for the period 2006–2011.

#### ***6. Document Delivery (A6)***

- Update the NN/LM Pacific Southwest's Regional Document Delivery Plan as needed to reflect new technologies and system changes, publish the revised plan on the PSR web site, and announce its availability.
- Monitor Resource Library fill rates and work individually with any Resource Library that is falling below the required fill rate.
- Review Resource Libraries' fee structures annually to ensure compliance with the recommended maximum charge; include discussion on the agenda for Resource Library Directors meetings.
- Monitor DOCLINE Report 2-10 for libraries with high numbers of ILLs removed for non-receipt and contact libraries with instructions for improvement.

- Work with leaders of DOCLINE Library Groups to update memberships, starting with the three MLA chapters in this Region.
- Carry out the specific tasks as outlined in the Regional Document Delivery Plan.
- Offer two DOCLINE training classes per year and provide ongoing individualized DOCLINE training by phone and by web.
- Review and update as needed regional document delivery policies and procedures maintained on the PSR web site and publicize their availability.
- Participate in interregional development of interlibrary loan information and maintain links to interlibrary loan information on the NLM web site.
- Participate in testing new versions and features of DOCLINE (including its Serials Holdings, Institutional Records, and Loansome Doc modules).
- Identify issues, solicit regional feedback, and develop action plans to maintain and improve regional and national document delivery.
- Include a clear statement in Resource Library letters of agreement regarding fill rates, loan charges, and EFTS participation.

#### ***7. Resource Libraries (A7)***

- Organize and conduct one Resource Library Directors' meeting at the RML or at a Resource Library in the region.
- Enter as appropriate into subcontracts with interested Resource Libraries to provide targeted outreach programs or special expertise that contributes to improving regional or national programs.
- Obtain a signed Resource Library Memorandum of Understanding from each NN/LM PSR Resource Library.

#### ***8. Resource Libraries and EFTS (A8)***

- Report levels of EFTS participation by Resource Libraries in each annual report.
- Monitor the application process for any Resource Libraries that are not members of EFTS and assist these libraries as needed.
- Work with potential new Resource Libraries to ensure that they join EFTS.

## ***9. Communication (A9)***

- Publish and distribute an electronic newsletter continuously, adding feature length content at least four times per year.
- Maintain a regional electronic mailing list.
- Develop and maintain a regional web site as an integral component of the NN/LM web site.
- Produce fact sheets, articles, FAQs, etc.
- Participate in monthly teleconferences with NLM and the other RMLs.
- Develop working relationships with other networks and relevant organizations.
- Inform NLM about regional, state, and local activities of health professionals and health science libraries, networks, and other organizations as they relate to the programs of the NN/LM, NLM and the national information infrastructure.
- Participate in testing/using other methods of communication.
- Attend annual and mid-year RML Directors' meetings.
- Include an acknowledgment of NLM funding and the NN/LM Logo using the National Network of Libraries of Medicine Graphic Standards dated July, 1992, on all print and electronic communication.
- Develop strategic communications plan and begin implementing.

## ***10. Regional Advisory Committee (A10)***

- The NN/LM PSR Associate Director will send out messages, as needed, to RAC members for discussion and suggestions about regional programs and services.
- Feedback and information received from the RAC will be forwarded to NLM in appropriate NN/LM PSR reports.
- NN/LM PSR staff will meet with up to two RAC members in order to hold specialized meetings to discuss information access issues, and reports of these meetings will be forwarded to NLM.
- As needed, a electronic mailing list(s) will be created for communication about a specific topic or project (as an adjunct to the electronic mailing list used regularly for ongoing communication).

- NN/LM PSR will appoint up to 15 individuals to service on the NN/LM PSR RAC, with the assistance of MLA chapter presidents, Resource Library Directors, and other appropriate agencies and partners.
- NN/LM PSR will establish the RAC electronic mailing list(s) to keep RAC members informed about RML activities and to provide a forum for information communication between RAC members and RML staff throughout the year.
- A meeting of the entire RAC membership will be held at UCLA in order to establish regional priorities, and for input in developing policies and ongoing procedures.

### ***11. Monitoring and Evaluation (A11)***

- Consult with the NN/LM Outreach Evaluation Resource Center and utilize the *Guide to Planning, Evaluating, and Improving Health Information Outreach*<sup>2</sup> in monitoring and evaluating regional programs.
- Visit at least three Resource Libraries and up to five Primary Access Libraries in the Region.
- Attend the Joint Meeting of the MLA chapters representing Arizona, California and Nevada librarians to hold an update session.
- Attend a meeting of the MLA chapter representing librarians in Hawaii and the Pacific Basin.
- Gather feedback at regional meetings.
- Utilize the regional electronic mailing list and the electronic newsletter to discuss regional programs and services.
- Analyze DOCLINE statistical reports on a regular basis.
- Communicate with members of working groups formed on regional resource issues.
- Consult with the NN/LM Outreach Evaluation Center and the RAC to develop a formal mechanism for evaluating regional programs.
- Develop interregional evaluation measure.
- Develop regional plan in consultation with the Outreach Evaluation Resource Center.

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<sup>2</sup> <http://nmlm.gov/evaluation/guide/>

## ***12. Feedback (A12)***

- Initiate discussions with members of the Regional Advisory Committee and its various subcommittees, and with the Resource Library Directors.
- Conduct interviews, focus groups and/or surveys of health professionals, health information providers, and consumers as needed to assess information needs.
- Routinely conduct pre- and post-testing during training sessions and work with the OERC on follow-up surveys of participants that elicit feedback about their information needs.
- Elicit feedback on an ongoing basis through interactions with users via phone, email, our electronic mailing list and web site, and during demonstrations, presentations, workshops, exhibits, and site visits to various organizations in the region.
- Forward feedback from users to NLM on an ongoing basis.
- Review the Regional Service Plan goals and objectives and incorporate feedback into program planning and implementation.
- Communicate changes and improvement resulting from user feedback to the region and NLM on a continuous basis.

## ***13. Training Facility (A13)***

- Assess hardware and make necessary upgrades.
- Evaluate software and purchase additional programs, as needed.
- Ensure that all equipment and the supporting Network infrastructure are operating effectively.
- Gather feedback from instructors and class participants to make needed improvements.
- Order and install new training facility instructor and student workstations as approved by NLM.

## ***14. Evaluating NLM and NN/LM Products and Services (A14)***

- Conduct or participate in needs assessments or surveys of users and non-users of NLM and NN/LM products and services.

- Participate in testing new and existing products and services in order to provide feedback, as requested by NLM.
- Forward feedback from Network members and other regional constituents to NLM.
- Discuss the use of NLM and NN/LM health information products with health professionals, members of the public, and health information providers, at exhibits or other meetings.

***15. Promoting NLM Grants (A15)***

- Increase awareness of grant opportunities available through NLM via the regional electronic mailing list, web site, and electronic newsletter.
- Undertake a concerted publicity campaign to inform Network members of NLM grant opportunities, with special emphasis on the Knowledge Management/Applied Informatics grants.
- Identify and make readily available existing resources of assistance to grant writers.
- Encourage Network members to apply for grants.
- Identify and work with potential applicants and potential grant partners in the region.
- Offer training in grant writing.

***16. Project Proposal Preparation (A16)***

- Offer at least one workshop in proposal preparation, program planning, and/or community assessment.
- Update the NN/LM PSR web site “state pages” and funding resources pages.

***17. Following up on NLM Funded Grants (A17)***

- Contact recipients of selective grants funded through NLM’s extramural programs to offer assistance and provide them with information on NN/LM programs and services as appropriate.
- Encourage sharing of project developments and outcomes by grant recipients in publications and at professional meetings.

- Obtain feedback from grant recipients on ways in which RML staff can provide assistance to grant-funded projects.
- Publicize selected grant-funded projects in the region.
- Incorporate lessons learned from successful grant recipients into resources available on the NN/LM PSR web site and in grant writing program workshops.
- Provide a list of NLM grant awardees from the Pacific Southwest Region on the NN/LM PSR web site.
- Feature selected recipients on the NN/LM PSR web site and communication media.

***18. EFTS Participation and Promotion (A18)***

- Announce new EFTS members from the Pacific Southwest Region through the electronic mailing list in order to encourage other Network DOCLINE libraries to join.
- Identify high-volume lenders who are not EFTS participants and encourage them to join.
- Assist Network members by answering questions and troubleshooting problems in order to help them convert to EFTS.
- Report levels of EFTS participation by Network Libraries in each quarterly and annual report.
- Serve as the RML representative to the EFTS Advisory Committee in order to facilitate communication between EFTS offices and EFTS members, to advise EFTS on policies and procedures, and to assist EFTS with testing new software.

***19. E-Licensing (A19)***

- Update the list of regional e-licensing consortia and other licensing resources and publicize the availability of these resources.
- Offer workshop opportunities to regional consortia to stimulate discussion and action.
- Finalize the software program that analyzes journal title frequencies in a PubMed subset and publicize its availability.

- Convene a subgroup of the Regional Advisory Committee to consider issues about licensing e-resources that are of interest to libraries in the Pacific Southwest Region.
- Collaborate with other NN/LM Regions on a multi-regional e-licensing group to support access to electronic resources for Network members.

## **B. Outreach Programs**

### ***1. Outreach to Health Professionals (B1)***

- Seek outreach opportunities and respond to requests and referrals to promote awareness of and access to electronic health information resources.
- Highlight awarded outreach projects on the regional web site and in the electronic newsletter.
- Conduct outreach, including demonstrations or training on PubMed, MedlinePlus, and health information resources for at least two minority institutions.
- Present at least two sessions covering electronic health information resources for public health professionals.
- Conduct at least twelve training sessions on PubMed, MedlinePlus, and other NLM information resources for health professionals.
- Investigate using SharePoint software to track progress of outreach subcontracts, and incorporating the logic model approach to evaluating them.
- Solicit applications, fund, and administer two to three Express Outreach Awards for up to \$6,000 each.
- Conduct at least two site visits to outreach subcontractors.
- Fund and administer one cooperative outreach agreement with a Resource Library in the range of \$30,000.
- Select and work with at least one inner city AIDS organization focusing on minority populations.

### ***2. Consumer Health Information Services (B2)***

- Seek outreach opportunities and respond to requests and referrals to promote awareness of and access to electronic consumer health information resources.

- Meet with the Consumer Health Committee of the Regional Advisory Committee at least once each year.
- Conduct at least eight training sessions on MedlinePlus, PubMed, and other NLM information resources at public libraries with focus on the target populations of seniors, low-income, and minorities.
- Present at least two sessions covering consumer health information resources for public health professionals or primary care providers.
- Conduct at least four training sessions on consumer health information resources targeted to specific user populations at community-based organizations.
- Highlight awarded outreach projects on the regional web site and in the electronic newsletter.
- Conduct at least two site visits to outreach subcontractors.
- Promote new Go Local initiatives in the region.
- Solicit applications, fund, and administer two to three Express Outreach Awards for up to \$6,000 each.
- Select and work with one institution that serves senior citizens.
- Identify appropriate institutions in highly populated California counties for promotion of Go Local services.

### ***3. Collaborating with Network Members and Other Organizations (B3)***

- Approach CBOs that have a health focus.
- Work with CBOs to increase awareness of the Network.
- Contact and recruit at least three to five CBOs to join the Network.
- Work with subcontractors to involve CBOs in their projects.
- Provide at least four training sessions with CBOs.
- Provide consultation for Network members for project proposals and in project planning and evaluation.
- Work with the other Regions on interregional collaboration for outreach to Native American communities.

- Invite at least one CBO leader to join our RAC.

#### ***4. Training to Support Electronic Access to Health Information (B4)***

- Pursue contacts for training opportunities, particularly focusing on public library staff, public health workers and other intermediaries.
- Promote NTCC training schedule and resources.
- Update PSR web site with training options.
- Conduct twelve training sessions for healthcare professionals.
- Conduct twelve training sessions for public, school, and other library, and other intermediaries including CBOs.
- Conduct at least four training sessions in person or through distance learning on technology-related topics.
- Teach at least one class in each of the four states.
- Work on web-based tutorials for NLM databases and web sites.
- Work towards 25% of our training offerings being available as distance learning.
- Submit materials to the NTCC Educational Clearinghouse.
- Create MedlinePlus class for public librarians using a web-based course management system.
- Create a multilingual and multicultural resources course to address the needs of those who work with the Asian American and Pacific Islander population.

#### ***5. Exhibits and Presentations at Meetings (B5)***

- Provide full support for a minimum of twelve meetings (six national and six others) for an exhibit, presentation and/or course offering.
- Enlist the assistance of Network members in exhibiting at national, state and regional meetings.
- Monitor meeting information sources, offer suggestions to NLM for future meetings, and establish the regional exhibit and presentation schedule in consultation with NLM.
- Seek opportunities for program presentations at meetings where we exhibit.

- Attend at least two state library association meetings and exhibit or make presentations to promote NLM and NN/LM programs and services.
- Develop appropriate displays, handouts, and promotional materials to be used at exhibits.
- Develop presentations, as needed, introducing the use of new technologies to obtain biomedical information and highlighting NLM products and services.
- Evaluate the effectiveness of the exhibits and presentations program with quantitative and qualitative measures.

#### ***6. Information Technology and Policy Awareness (B6)***

- Gather information on information technology needs from health professionals and consumers and from the librarians who provide information services to them.
- Conduct or sponsor four technology-related workshops either in person or using distance education technology.
- Monitor current advances and trends in information technology that may lead to improved access to biomedical information.
- Expand RML staff technology awareness.

#### ***7. Library Improvement (B7)***

- Update the web page designed for hospital administrators to incorporate any changes in systems, provide new literature references, and add any new resources that demonstrate the value of library and information services in the hospital setting.
- Advertise the program and select successful applicants.
- Provide training to recipients of Library Improvement Grants.
- Read, respond to, and generally manage the contractual agreements and reports submitted by the hospital.
- Update roster of health science library consultants.
- Include the status of the Library Improvement Program in each annual report.

- Announce the new Library Improvement Program to Network members in the region and encourage suggestions for hospitals that might be candidates for the program.
- Develop a roster of health science library consultants.

#### **8. *Connections (B8)***

- Survey Network members and affiliates regarding the level of connectivity in their institutions.
- Review the adequacy of the Internet connections of Network members and report the results to the Region and to NLM.
- Provide financial support through subcontracts for up to five Network members to upgrade their level of connectivity.
- Provide Internet connectivity support and training for inner city, rural, tribal, and other community-based healthcare organizations as needed.